# Employer Branding Profile

Always get noticed by the right people.

XING E-Recruiting

recruiting.xing.com/en/employer-branding-profile

# Showcase yourself on two platforms.

An Employer Branding Profile gives you two great profiles to showcase yourself as an employer on XING and kununu. Prospective candidates can search for attractive employers on both platforms. Check out all the advantages you get with XING and kununu.

## Your Employer Branding Profile offers you the following:

- An extensive company description with images and videos, as well as the option to include awards
- Employer reviews, insights into the corporate culture and salary ranges*
- Keyword integration to make your Employer Branding Profile easier to find online
- Ad-free profile, while your company is displayed in competitors' profiles
- Extensive statistics on visitors, interested persons and followers
- Traffic analysis to see how visitors found out about your Employer Branding Profile
- Keep visitors up to date by posting news and status updates
- Enjoy customisable modules you can tailor to suit your company's needs

## Employer Branding Profile Professional offers you even more functions.

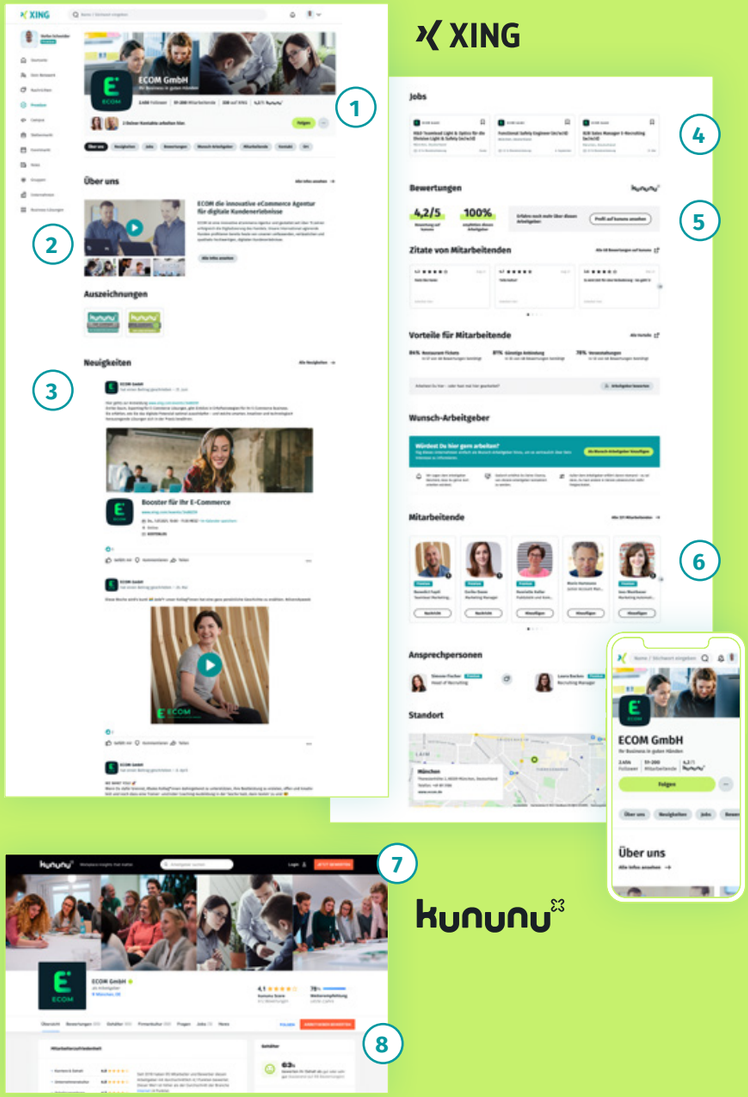
An Employer Branding Profile Professional provides you with even more ways to approach people directly. Employee interviews with images and videos enable you to give authentic insights into what it's like to work at your company on kununu. Share company updates and answer frequently asked questions. You'll also receive detailed analyses and can display your profile on up to five competitor profiles of your choice. By the way, an Employer Branding Profile Professional is included in the XING E-Recruiting 360° licence package.

## Draw more attention with Google for Jobs

XING is a Google Careers launch partner, enabling you to to generate more attention for your employer brand as Google's new offering also includes your kununu and XING employer reviews. This puts technology at your fingertips you can use to boost your employer branding activities.

More information:
**recruiting.xing.com/en/employer-branding-profile**

# Boost your employer brand.




1. Your portfolio lets you use multimedia to present your company more appealingly
2. Present your strengths as an employer in your company description, including photos, videos and presentations.
3. Share news with potential candidates and other interested parties.
4. Integrate your job ads on XING to attract even more attention.
5. Increase your success by posting reviews, recommendations and followers.
6. Present the employees behind your company's success.
7. The Employer Branding Profile on kununu
8. Potential candidates receive authentic insights into everyday working life as well as additional information about the corporate culture and salary.

# Your benefits at a glance

### A strong employer brand attracts candidates

With an Employer Branding Profile, you can actively shape your employer image, increase the reach of your brand message and generate interest among potential candidates.

### Lots of extras and extremely user-friendly

Integrate logos, photos, videos, information, social media channels and your job ads on XING. Monitor your performance thanks to extensive statistics.

### The perfect partnership: XING and kununu

Showcase your company on the two most relevant German-speaking platforms for your applicants and benefit from more than 62,7 million visits per month.

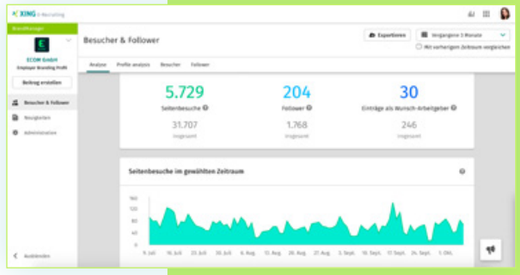
* Exclusive to kununu

## The XING BrandManager

XING helps you communicate effectively to boost awareness of your employer brand.

Thanks to the XING BrandManager, you can adapt your EBP modules to meet your company's needs. Integration of the XING AdManager also means you can use targeted advertising to serve relevant content to your target group. To determine which messages work best with your company's target group, the XING BrandManager also offers stats so you can analyse your profile and individual news posts in detail.

The XING BrandManager is included in the Employer Branding Profile and integrates seamlessly into the XING E-Recruiting portfolio



# Employer Branding Profile

## Employer branding: the cornerstone of recruiting.

Good employees are a company's most valuable resource and crucial to its future. Well-trained specialists are becoming increasingly important in times of skilled labour shortages. This is why it's all the more important for companies to position themselves with their own employer branding so they stand out from the crowd and have the edge when it comes to recruitment.

What's the best way to go about it? Authenticity is your top priority here. You need to clearly identify what the company stands for and which career paths are on offer. An Employer Branding Profile on XING and kununu offers perfect communication opportunities on the two largest German-speaking career platforms.
XING provides the stage for this, while kununu provides independent and genuine employer ratings which enhance a company's trustworthiness.

Find out more at:
**recruiting.xing.com/en/employer-branding-profile**

## Maximum reach for attractive employers.

Showcase your company on XING and kununu and attract applicants' attention.

- **Strong employer branding** – generates interest among potential candidates.
- **Use multimedia to showcase your business** – combine your corporate design with photos and videos to enhance your image.
- **Use the power of two platforms** – the largest German-speaking career networks.

**19 m**

Access to around 19 m potential candidates in D/A/CH[1]

**62,7 m**

62,7 m visits per month on XING and kununu[1]

**3,5 m**

Over 3,5 m reviews for more than 950,000 companies on kununu[2]

**474,000**

More than 474,000 companies already use a company profile[1]

**10 x more**

Traffic rates for an Employer Branding Profile are 10 times higher compared to a basic profile[3]

[1] XING, internal survey - from January 2021. [2] kununu, internal survey - from January 2021. [3] kununu, internal survey.

# Combined efficiency: XING E-Recruiting 360°

The Employer Branding Profile on XING and kununu unleashes its full potential when bundled with the other XING E-Recruiting 360° products.

## XING TalentpoolManager

Use people's interest in your company: Followers of your Employer Branding Profile and users who set your company as an ideal employer are added to a separate talent pool in the XING TalentpoolManager.

+

## Employer Branding Profile

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## XING Jobs

Make more people aware of your job ads on XING by displaying them in your Employer Branding Profile as well. That way, prospective candidates can see if your company has a suitable opening for them.

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